

CITY OF CINCINNATI
Neighborhood Business District Improvement Program
2017-2018 FUNDING REQUEST APPLICATION

Each Neighborhood Business District may submit two project requests (one major and one minor or two minor). Complete each section and provide written documentation to receive credit on scoring.

Project Title: BD BUSINESS OUTDOOR property improvement

Project Address: 821 Ezzard Charles Drive, Cincinnati, OH 45203

Neighborhood: West End Census Tract(s): _____

Business Association: N/A Community Council: West End Community Council

Please Describe Project in One Sentence: Creation of covered/sheltered pocket park to provide surveilled eating area in support of Richie's and Jet N deli and outdoor activity space in support of Community events in the Business District

Detailed Project Description: Tender Mercies Inc 821 Ezzard Charles Drive Parcel ID 135-0003-0017-90 has a 25'x130' access to Linn street between Richie's (1031 Linn Street) and Jet N (1207 Linn Street) community to have us create a covered/shelter Pocket Park. This area would benefit patrons of Richie's and Jet N by provided covered seating area. Jet N will also have summer cook outs and fund raisers to support several community organizations such as Q-KidZ. We would only undertake this project if the two security cameras are installed/managed by CPD. One camera would be installed on Jet N and the other at 1202 Linn Street. The current asphalt would be removed and be replaced by a sheltered concrete structure similar in design to attached image. Lighting may be added if necessary to improve the visibility at night.

1. Type of Project: Major X or Minor _____
2. NBD Impact: Impact is limited to the specific project site or NBD. Identify the businesses physically, contractually, or financially impacted and directly benefiting from this project. _____ (Sample letter(s) attached)
3. Job Impact: Job impact is limited to the specific project site or NBD. All jobs must be reported as full-time equivalent (FTE). FTEs must provide a minimum of 2,080 hours per year or 40 hours per week.

See NBD Improvement Program Criteria for an explanation of retained or created jobs. Please provide documentation/methodology to support these numbers.

Jobs Retained _____

Jobs Created _____

4. Businesses Assisted: Provide the names and addresses of businesses that will directly benefit from the project, and explain how these businesses will directly benefit. *(Example – a streetscape will benefit all businesses fronting on the improvements. Parking lots benefit businesses needing additional parking in close proximity).*

Businesses Assisted 3 _____

5. Sources and Uses: Degree to which the project leverages private and other public funding. Private leverage based on commitments through letters of support. List other public funds committed to the project (federal, state, NSP).

<u>Fund Source</u>	<u>Private</u>	<u>Public</u>	<u>Amount</u>	<u>Use of Funds</u>
<u>NBD Improvement Program</u>	_____	<u>X</u>	\$ _____	_____
<u>Jet N</u>	<u>X</u>	_____	\$ _____	<u>Electricity for security camera</u>
<u>City West</u>	<u>X</u>	_____	\$ _____	<u>Electricity for security camera</u>
<u>Jet N</u>	<u>X</u>	_____	\$ _____	<u>Hosting community activities</u>
Total Budget			\$ _____	

6. Attach complete budget, including cost estimates, source of estimates, and contractor's bids.

TBD

7. What is the neighborhood contribution to this project (including committed volunteer hours)?

8. Does this project complete or continue a previously funded project? Yes _____ No X

If yes, please specify the following:

a) Phased project (Project Name) _____

b) Cost over run _____ Explain: _____

9. Does your community have an approved plan? Yes X No _____

If yes, which goal or objective of the plan does this project implement? _____

Is this project specified in the plan? Yes _____ No X

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2017-2018 RATING SHEET

Neighborhood Business District: _____

Project Title: _____

Score: 4=*Superior*
 3=*Above Average*
 2=*Average*
 1=*Below Average*
 0=*Poor*

Weight: 1 - 3 as Assigned

Project Rating Categories	Score	x Weight	= Total
1. Benefit to low and moderate income persons. (based on federal government census data)	_____	2	_____
2. NBD impact - number of businesses physically, contractually or financially directly benefiting from the project.	_____	3	_____
3. Job retention - up to \$6,000 of assistance per job. Job creation - up to \$10,000 of assistance per job.	_____	1	_____
4. Businesses Assisted	_____	1	_____
5. Degree project impacts and implements.			
a) Community Plan.	_____	3	_____
b) Completion or continuation of an existing project.	_____	3	_____
6. a) Evidence of Business Association notification	_____	1	_____
b) Evidence of Business Association support	_____	1	_____
c) Evidence of Community Council support.	_____	2	_____
d) Evidence of Community Council notification.	_____	1	_____
7. Realistic time frame and detailed project budget .	_____	2	_____
8. Project status:			
a) Ready to bid.	_____	1	_____
b) Ready to implement.	_____	1	_____
9. Degree project leverages private and public dollars.	_____	3	_____
10. Organization's ability to carry out project .	_____	2	_____
11. Status and/or impact of previously funded projects	_____	3	_____
	Total Score:		_____

CITY OF CINCINNATI
Neighborhood Business District Improvement Program

NEIGHBORHOOD BUSINESS DISTRICT BOUNDARIES

The following information should be used to assist applicants in identifying those Neighborhood Business Districts (NBDs) that are eligible for funding:

Neighborhood Business District Definition. CNBDU defines a Neighborhood Business District as “the contiguous placement on primary streets in the neighborhood that are reliant upon neighborhood residents and also serve customers from other communities. Typically, NBDs are composed of retail stores, restaurants, personal services, and other similar ‘walk-in’ customer oriented businesses. NBDs help to define the unique character of their neighborhood and are critically important to the visual impact of the neighborhood and to the maintenance and revitalization of the neighborhood.”

Current Boundaries. The City and CNBDU have previously maintained written descriptions of the NBD boundaries. Due to confusion created by written descriptions, the boundaries are now maintained in map form only.

To request a map of your community’s NBD boundaries, please contact Gerald Fortson at gerald.fortson@cincinnati-oh.gov.

DEVELOPMENT OFFICER NEIGHBORHOOD ASSIGNMENTS

You may contact your community's development officer directly at 352- _____

Community	Development Officer	Phone
Avondale	Andrew Neeb	6232
Bond Hill	Greg Koehler	1596
California	Katrina Gragston	6250
Camp Washington	Bob Bertsch	3773
Carthage	Kathleen Colley	4638
Clifton	Andrew Neeb	6232
College Hill	Greg Koehler	1596
Columbia Tusculum	Katrina Gragston	6250
Corryville	Andrew Neeb	6232
CUF/Heights	Andrew Neeb	6232
East Price Hill	Gerald Fortson	1926
East Walnut Hills	Greg Koehler	1596
Evanston	Greg Koehler	1596
Hartwell	Kathleen Colley	4638
Hyde Park	Katrina Gragston	6250
Kennedy Heights	Katrina Gragston	6250
Lower Price Hill	Bob Bertsch	3773
Madisonville	Kathleen Colley	4638
Mount Adams	Kathleen Colley	4638
Mount Airy	Gerald Fortson	1926
Mount Lookout	Katrina Gragston	6250
Mount Washington	Katrina Gragston	6250
North Avondale	Kathleen Colley	4638
Northside	Greg Koehler	1596
Oakley	Kathleen Colley	4638
O'Bryonville	Katrina Gragston	6250
Over-the-Rhine	Rick Hardy	6253
Pleasant Ridge	Katrina Gragston	6250
Roselawn	Greg Koehler	1596
Sayler Park	Bob Bertsch	3773
Walnut Hills	Kathleen Colley	4638
West End	Bob Bertsch	3773
West Price Hill	Gerald Fortson	1926
Westwood	Gerald Fortson	1926

CITY OF CINCINNATI
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SAMPLE COMMITMENT LETTER

DATE

Mr. William S. Fischer, Development Manager
Department of Community & Economic Development
805 Central Avenue, Suite 710
Cincinnati, Ohio 45202

Dear Mr. Fischer:

I own the PROPERTY/BUSINESS at ADDRESS OF PROPERTY and support the PROJECT NAME in the COMMUNITY NAME neighborhood business district. BUSINESS NAME has NUMBER full-time or full-time equivalent (FTE) employees and, if this project is funded, will create NUMBER new jobs within one year.

My commitment to this project consists of the following: (check all that apply)

- Financial involvement in the amount of \$ _____.
- Permission for easement.
- On-going maintenance of improvements with \$ _____ annually.
- Volunteer time (estimated number of hours) _____.
- Other. Please specify.

Sincerely,

NAME
TITLE

Job Estimation Assistance

Methods of Estimating Number of Employees

- **Square footage per job.** A typical SF range for a small retail space in Cincinnati would be 1,700 to 2,700 SF. Retail employment per SF can vary greatly, but one rule of thumb would be 500 SF per employee, however this is a very rough estimate. Note that some uses (restaurants, pharmacies, offices, etc.) will produce very different numbers.
- **Estimate using census data** by industry sector and subcategory below.
- **Talk to the business owner.**
- For estimating employment commitment, try to **get something in writing** (i.e. a commitment letter) from the business owner.

Average Number of Employees in Select Business Categories

Geographic Area Name	2012 NAICS code	NAICS code category	Number of Paid Employees	Annual payroll (\$1,000)	Number of establishments	Avg number of employees	Avg pay (x1000)
Hamilton County, OH	4422	Home furnishings stores	881	19,597	74	11.9	\$22
Hamilton County, OH	44412	Paint & wallpaper stores	147	5,572	23	6.4	\$38
Hamilton County, OH	445	Food & beverage stores	8414	183,180	411	20.5	\$22
Hamilton County, OH	4451	Grocery stores	7507	167,756	268	28.0	\$22
Hamilton County, OH	445110	Supermarkets & other grocery (except convenience) stores	7124	161,586	171	41.7	\$23
Hamilton County, OH	44512	Convenience stores	383	6,170	97	3.9	\$16
Hamilton County, OH	4452	Specialty food stores	638	11,117	87	7.3	\$17
Hamilton County, OH	4453	Beer, wine, & liquor stores	269	4,307	56	4.8	\$16
Hamilton County, OH	446120	Cosmetics, beauty supplies, & perfume stores	377	4929	42	9.0	\$13
Hamilton County, OH	447110	Gasoline stations with convenience stores	1927	33,224	241	8.0	\$17
Hamilton County, OH	448	Clothing and Clothing Accessories Stores	4572	67,801	311	14.7	\$15
Hamilton County, OH	4483	Jewelry, luggage, & leather goods stores	460	15,041	72	6.4	\$33
Hamilton County, OH	453	Miscellaneous store retailers	2490	47,284	285	8.7	\$19
Hamilton County, OH	453110	Florists	161	2,520	28	5.8	\$16
Hamilton County, OH	45322	Gift, novelty, & souvenir stores	415	5,985	56	7.4	\$14
Hamilton County, OH	6212	Offices of dentists	2701	134,758	372	7.3	\$50
Hamilton County, OH	6213	Offices of other health practitioners	2908	121,310	332	8.8	\$42
Hamilton County, OH	722	Food services & drinking places	37136	534,165	1768	21.0	\$14
Hamilton County, OH	7224	Drinking places (alcoholic beverages)	1341	15,408	194	6.9	\$11
Hamilton County, OH	8114	Personal & household goods repair & maintenance	263	8,203	52	5.1	\$31
Hamilton County, OH	812112	Beauty salons	2004	41,760	231	8.7	\$21
Hamilton County, OH	81221	Funeral homes & funeral services	307	10,971	58	5.3	\$36

Source: 2012 United States Census Data by County: <http://www.census.gov/econ/cbp/>

Frequently Asked Questions (FAQs)

Q: *My community would like to begin a major project that will likely require multiple years and a large amount of money to implement. What should our strategy be in the initial application?*

A: In the case of expensive and/or complex projects, the City recommends that your community first apply for design/engineering funds. Your community is less likely to receive a significant amount of construction funds for a new project if you cannot demonstrate that the project is feasible and ready-to-implement at the dollar amount you are requesting. Completing a design phase should give you an idea of whether the proposal is feasible as originally conceived as well as some knowledge of what scope of work is achievable per given dollar amount. Once the design phase is complete, your community may then be able to revise and refine the original idea and turn it into an exceptional funding request. If construction will require a large amount of funding (more than \$500,000), your community will be more likely to receive funding if the project is split into phases or if your community spends several years “banking” the needed funds. For example, rather than requesting \$1,000,000 in one year to complete an entire streetscape, it is suggested that you begin by asking for a smaller amount.

Q: *When putting together a funding request, what types of implementation challenges should my community be prepared for?*

A: (1) Your community should think about whether your existing organization(s) have the capacity to complete a complex project while following City and/or Federal regulations. You should consult with your community’s Development Officer with specific questions to this end. When it comes time to do the project, you need to know whether the City or your community will be actually implementing the project. (2) Your community will need to have the funding and manpower to make any improvements sustainable *after* the construction is complete. For improvements to City property or public right-of-way, your community should be prepared to sign a maintenance agreement that will require you to pay for all long-term landscaping, upkeep, utilities, and other maintenance. Similarly, for improvements to private property, your community should have a source of funds to maintain the improvements, pay property taxes, pay for ongoing utilities costs, etc. (3) Just about any NBDIP project involving construction or any kind of manual labor will require prevailing wages to be paid for the whole project as well as an open and transparent process for procuring contractors, with a preference for hiring small business enterprises (SBEs). Prevailing wage often applies to both the publicly funded and privately funded portions of a project, and can substantially increase the cost of construction projects, so make sure your funding application(s) take that into consideration.

Q: *My community is considering applying for a façade grant program. What implementation issues do we need to be aware of?*

A: Façade grant programs can make a tremendous difference in an NBD, but they tend to be extremely labor intensive for the community and challenging to complete on time. (1) No community should apply for a façade program without first having a committed program coordinator for the community. It is impossible to overstate the importance of this. If a volunteer, this person needs to be ready to put in long hours due to the volume of paperwork that will be required. This person will need to work very closely with your community’s Development Officer, individual property owners, storefront tenants, and subcontractors to ensure that all applicable City and/or Federal rules are being followed. Ideally, this person should already have some familiarity with these rules and already have

relationships with program participants. (2) No community should apply for a façade program without first getting a critical mass of participants to commit (not just verbally) to participating in the program as soon as it is implemented. (3) No community should apply for a façade program unless the committed participants are willing to pay for at least 50% of the façade improvements. (City-supported façade programs are only offered on a matching formula basis.) (4) If your community receives funding, you will need to set up an arms-length process for reviewing and approving façade improvement proposals from prospective participants in order to avoid conflicts of interest or any other ethics issues.

Q: *My community is considering applying for funding for a project that would involve real property acquisition. What implementation issues do we need to be aware of?*

A: Acquisitions using City funds require much due diligence, such as environmental assessments, appraisals, title research, etc. If there are any existing residential or commercial tenants at the property, you will probably encounter extraordinary relocation expenses if City funds are involved in the project. With all acquisitions, please plan for expenses that will be incurred for items such as environmental assessments, appraisals, relocation, demolition, etc. Whenever City funds are being used to purchase property (regardless of whether the property will be privately or publicly owned), the City can only reimburse up to Fair Market Value (FMV) or, with special permission, only slightly above FMV. Under no circumstances should your organization ever close on a property without first signing a funding agreement with the City that provides for reimbursement by the City. Otherwise, the City may not be able to reimburse. In addition, your community must account for long term operating costs such as property taxes, utilities, maintenance, conventional loan servicing, etc.

Q: *My community is considering applying for funding for public improvements (eg. streetscape or gateway Improvements). What implementation issues do we need to plan for?*

A: (1) Most NBD public improvements involve extensive design work before being ready to implement. Designing a streetscape requires an extraordinary amount of expertise with right-of-way issues, utility issues, and other technical items. Every neighborhood will present its own unique challenges. Therefore, we advise consulting with the City to determine the complexity of the project and how much your project will cost to implement. As an added service that began in 2010, the Architecture and Urban Design Division (AUD) of the Department of Transportation and Engineering (DOTE) will be reviewing pre-applications and meeting with community members to discuss the viability of the proposals and to help with preliminary cost estimates. It is highly recommended that you attend this session before you put together your community's final funding application. Implementation will go much more smoothly if you perform your due diligence before finalizing your funding request. (2) It is highly recommended that individual businesses that will be affected by the streetscape be consulted and involved in planning the project from the application process onward.

Q: *My community is considering applying for funding for parking lot improvements. What implementation issues do we need to be aware of?*

A: Please be aware that maintaining a parking lot can be expensive, and the City will expect your community to have a plan in place to deal with long-term maintenance. Any revenues received from parking may or may not completely cover the costs of property taxes, electric bills for lighting (not cheap), and regular maintenance.

Q: *What other kinds of issues are often neglected during the funding application process?*

A: (1) *Any* project, even a minor project, will probably require a serious time commitment on the part of the community. Please be aware of this. (2) Businesses should be involved in the application and planning process. They are perhaps the most important stakeholders affected by your project. (3) Communities need to articulate a long-term vision for how the project will implement an economic development strategy, how it (preferably) goes hand-in-hand with existing plans and strategies, how the project can remain viable long after construction, etc.

Q: *I have a question that isn't covered in this packet. Help!*

A: You should always feel free to contact your community's assigned Development Officer with any questions. Your community will have a better funding request if you ask questions early and often.

Glossary of Terms

AUD (Division of Architecture and Urban Design) – AUD is a division of the City Department of Transportation and Engineering (DOTE). With respect to design and day-to-day construction-related issues with NBDIP projects, DTD is AUD’s client. AUD will assign an architect to the project. That architect is charged with working with DTD, in consultation with community stakeholders, to implement the project. Depending on the project, DOTE may also assign an engineer to the project.

CDBG (Community Development Block Grant) Funds – *“The [CDBG] program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Beginning in 1974, the CDBG program is one of the longest continuously run programs at HUD. The CDBG program provides annual grants on a formula basis to 1209 general units of local government and States.”* CDBG funds can only be spent to assist low-to-moderate income individuals or communities or to eliminate slum or blight conditions. Please consult with your community’s assigned development officer for more information on whether your community is eligible to use CDBG funds and how to meet the required national objectives.

City Capital Funds – City Capital funds, sometimes referred to as Capital Improvement Program (CIP) funds, exist primarily for capital infrastructure projects. Income restrictions that apply to CDBG funds do not apply to Capital funds. However, City Capital projects normally can only be spent to improve City property or public right-of-way. Any exceptions must exhibit a clear public purpose and must be specially approved by City Council via ordinance.

CNBDU (Cincinnati Neighborhood Business Districts United) – CNBDU is the stakeholders’ group that exists primarily to help administer the NBD Improvement Program and NBD Support Program, make recommendations as to whether the City should fund proposed projects, and to advocate for Cincinnati neighborhoods. Communities interested in receiving funds for their business districts should become members and attend their regular meetings.

DCED (Department of Community & Economic Development) – DCED is responsible for administering the grant funds budgeted by City Council for the NBD Improvement Program, in partnership with CNBDU. Due to organizational changes within the City of Cincinnati, the Department of Community Development and Economic Development Division combined into the newly formed Department of Community & Economic Development. DCED assigns a development officer to each Cincinnati neighborhood in order to provide neighborhoods with economic development expertise and to assist in implementing NBD Improvement program projects. With respect to these types of projects, your assigned development officer should be your community’s primary point of contact with the City.

DO (Development Officer) – Development officers, also known as development analysts, are employed by the City for the express purpose of serving Cincinnati communities in a variety of economic development capacities. Most DOs are assigned to particular neighborhoods and should serve as your community’s primary point of contact with the City for economic development issues.

DOTE (Department of Transportation and Engineering) – DOTE is the City department that can handle most of the implementation of a physical infrastructure improvement, including architectural and design services, subcontractor bidding, and construction management.

HUD (US Department of Housing and Urban Development) – HUD is the federal agency that administers the CDBG program.

NBD (Neighborhood Business District) – CNBDU defines a Neighborhood Business District as “the contiguous placement on primary streets in the neighborhood that are reliant upon neighborhood residents and also serve customers from other communities. Typically, NBDs are composed of retail stores, restaurants, personal services, and other similar ‘walk-in’ customer oriented businesses. NBDs help to define the unique character of their neighborhood and are critically important to the visual impact of the neighborhood and to the maintenance and revitalization of the neighborhood.” In order to participate in the NBD Improvement Program, the City and CNBDU must officially recognize the district as an NBD.

NBDIP (Neighborhood Business District Improvement Program) – NBDIP refers to the annual funding round in which the City grants funds to communities for capital projects in officially recognized business districts. DTD shares the responsibility for reviewing, rating, and making recommendations on funding requests with CNBDU. Based on CNBDU’s recommendations, the City Manager makes funding recommendations to City Council.